



WBNS-TV, Inc.  
DEPT L-1133  
COLUMBUS, OH 43260-1133

GMMB  
1010 Wisconsin Avenue  
Suite 800  
Washington, DC 20007

## Contract # 101777

**Schedule Dates** 10/23/12-10/29/12  
**Advertiser** Obama for America (6765)  
**Agency** GMMB (4408)  
**Product** Political/Candidate (1161)  
**Brand** political candidate (1775)  
**Salesperson** Philadelphia Office, Philly (1680)  
**Sales Office** Eagle Television/Philadelphia Office  
**Buyer Name** KAUFMA, MEREDITH  
**Phone/Fax** /  
**CPE** 95/101/1537/SKED A  
**Account Types** National/Political  
**Billing Type** Standard  
**Comments** OBAMA/P/D SKED A :30  
OBAMA FOR AMERICA SKED A

**Date Entered** 08/03/12  
**Last Modified** 10/05/12  
**Entered By** Kathy Sparks  
**CO-OP** No  
**Headline #** ECR07894244  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$43,590.00  
**Net Total** \$247,010.00  
**Sales Tax**

## WBNS-TV (WBNS)

By Broadcast Month	Spots	Rate
Oct. 2012	143	\$256,800.00
Nov. 2012	22	\$33,800.00
<b>Grand Total:</b>	<b>165</b>	<b>\$290,600.00</b>

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.1	Normal Line / SPOT	10/23/12-10/26/12	3	:30	5A- 5:55A (EST)	8		X	X	X	X			8	\$800.00	\$6,400.00	WBNS-TV (WBNS)	5AM NEWS	9/20/12
2.1	Normal Line / SPOT	10/23/12-10/26/12	3	:30	5:57A- 7A (EST)	8		X	X	X	X			8	\$1,200.00	\$9,600.00	WBNS-TV (WBNS)	6AM NEWS	9/20/12
3.1	Normal Line / SPOT	10/23/12-10/26/12	5	:30	7A- 8A (EST)	7		X	X	X	X			7	\$1,200.00	\$8,400.00	WBNS-TV (WBNS)	CBS THIS MORNING AT 7AM	9/20/12
4.1	Normal Line / SPOT	10/23/12-10/26/12	3	:30	8A- 8:55A (EST)	7		X	X	X	X			7	\$1,000.00	\$7,000.00	WBNS-TV (WBNS)	CBS THIS MORNING AT 8AM	9/20/12
5.1	Normal Line / SPOT	10/23/12-10/26/12	3	:30	4:25A- 4:58A (EST)	4		X	X	X	X			4	\$200.00	\$800.00	WBNS-TV (WBNS)	NEWS	9/20/12
6.2	Normal Line / SPOT	10/23/12-10/26/12	3	:30	8:58A- 9:55A (EST)	5		X	X	X	X			5	\$800.00	\$4,000.00	WBNS-TV (WBNS)	KELLY	9/20/12
7.1	Normal Line / SPOT	10/23/12-10/26/12	3	:30	9:58A- 10:55A (EST)	7		X	X	X	X			7	\$800.00	\$5,600.00	WBNS-TV (WBNS)	DEAL	9/20/12
8.2	Normal Line / SPOT	10/23/12-10/26/12	3	:30	10:58A- 11:57A (EST)	4		X	X	X	X			4	\$800.00	\$3,200.00	WBNS-TV (WBNS)	TPIR	8/16/12
9.1	Normal Line / SPOT	10/23/12-10/26/12	3	:30	11P- 11:35P (EST)	4		X	X	X	X			4	\$2,800.00	\$11,200.00	WBNS-TV (WBNS)	LATE NEWS	9/20/12
10.1	Normal Line / SPOT	10/23/12-10/26/12	3	:30	11:35P- 12:37A (EST)	4		X	X	X	X			4	\$800.00	\$3,200.00	WBNS-TV (WBNS)	LETTERMAN	9/20/12
11.2	Normal Line / SPOT	10/23/12-10/26/12	3	:30	12:37A- 1:37A (EST)	4		X	X	X	X			4	\$200.00	\$800.00	WBNS-TV (WBNS)	FERGUSON	9/27/12
12.1	Normal Line / SPOT	10/27/12-10/27/12	3	:30	4:58A- 6:56A (EST)	2						X		2	\$400.00	\$800.00	WBNS-TV (WBNS)	NEWS	9/20/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

"WBNS-TV, Inc., and its stations do not discriminate in advertising contracts on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity, even if handwritten, typed or otherwise made a part of the particular contract, is hereby rejected."



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**Account Types** National/Political  
**Billing Type** Standard  
**Comments** OBAMA/P/D SKED A :30  
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**Entered By** Kathy Sparks  
**CO-OP** No  
**Headline #** ECR07894244  
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**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
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<b>Grand Total:</b>	<b>165</b>	<b>\$290,600.00</b>

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
13.1	Normal Line / SPOT	10/27/12-10/27/12	3	:30	6:57A- 9A (EST)	2						X		2	\$800.00	\$1,600.00	WBNS-TV (WBNS)	CBS THIS MORNING SATURDAY	9/20/12
14.1	Normal Line / SPOT	10/27/12-10/27/12	3	:30	6:58P- 7:30P (EST)	1						X		1	\$1,000.00	\$1,000.00	WBNS-TV (WBNS)	NEWS	9/20/12
15.1	Normal Line / SPOT	10/23/12-10/23/12	3	:30	7:57P- 9P (EST)	1		X						1	\$6,000.00	\$6,000.00	WBNS-TV (WBNS)	NCIS	9/20/12
16.1	Normal Line / SPOT	10/23/12-10/23/12	3	:30	9P- 10P (EST)	1		X						1	\$6,000.00	\$6,000.00	WBNS-TV (WBNS)	NCIS LA	9/20/12
17.1	Normal Line / SPOT	10/24/12-10/24/12	3	:30	7:57P- 9P (EST)	1			X					1	\$6,000.00	\$6,000.00	WBNS-TV (WBNS)	SURVIVOR	9/20/12
18.1	Normal Line / SPOT	10/24/12-10/24/12	3	:30	9P- 10P (EST)	1			X					1	\$6,000.00	\$6,000.00	WBNS-TV (WBNS)	CRIMINAL MINDS	9/20/12
19.1	Normal Line / SPOT	10/25/12-10/25/12	3	:30	7:57P- 9P (EST)	1				X				1	\$8,000.00	\$8,000.00	WBNS-TV (WBNS)	BIG BANG/2.5 MEN	9/20/12
20.1	Normal Line / SPOT	10/25/12-10/25/12	3	:30	10P- 11P (EST)	1				X				1	\$6,000.00	\$6,000.00	WBNS-TV (WBNS)	ELEMENTARY	9/20/12
22.2	Normal Line / SPOT	10/26/12-10/26/12	3	:30	9P- 10P (EST)	1					X			1	\$4,000.00	\$4,000.00	WBNS-TV (WBNS)	MADE IN JERSEY	9/27/12
23.1	Normal Line / SPOT	10/26/12-10/26/12	3	:30	10P- 11P (EST)	1					X			1	\$4,000.00	\$4,000.00	WBNS-TV (WBNS)	BLUE BLOODS	9/20/12
26.1	Normal Line / SPOT	10/23/12-10/26/12	3	:30	11:58A- 12:30P (EST)	4		X	X	X	X			4	\$1,200.00	\$4,800.00	WBNS-TV (WBNS)	NOON NEWS	9/20/12
27.1	Normal Line / SPOT	10/23/12-10/26/12	3	:30	12:30P- 2P (EST)	7		X	X	X	X			7	\$1,200.00	\$8,400.00	WBNS-TV (WBNS)	SOAPS	9/20/12
28.1	Normal Line / SPOT	10/23/12-10/26/12	3	:30	2P- 3P (EST)	4		X	X	X	X			4	\$800.00	\$3,200.00	WBNS-TV (WBNS)	TALK	9/20/12
29.1	Normal Line / SPOT	10/23/12-10/26/12	3	:30	3P- 3:55P (EST)	4		X	X	X	X			4	\$800.00	\$3,200.00	WBNS-TV (WBNS)	DR PHIL	9/20/12

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30.1	Normal Line / SPOT	10/23/12-10/26/12	3	:30	3:58P- 5P (EST)	7		X	X	X	X			7	\$800.00	\$5,600.00	WBNS-TV (WBNS)	DR OZ	9/20/12
31.1	Normal Line / SPOT	10/23/12-10/26/12	3	:30	5P- 6P (EST)	8		X	X	X	X			8	\$2,200.00	\$17,600.00	WBNS-TV (WBNS)	5PM NEWS	9/20/12
32.1	Normal Line / SPOT	10/23/12-10/26/12	3	:30	6P- 6:30P (EST)	4		X	X	X	X			4	\$2,800.00	\$11,200.00	WBNS-TV (WBNS)	6PM NEWS	9/20/12
33.2	Normal Line / SPOT	10/23/12-10/26/12	3	:30	6:58P- 7:30P (EST)	3		X	X	X	X			3	\$2,800.00	\$8,400.00	WBNS-TV (WBNS)	JEOP	9/20/12
34.2	Normal Line / SPOT	10/23/12-10/26/12	3	:30	7:30P- 7:57P (EST)	3		X	X	X	X			3	\$2,800.00	\$8,400.00	WBNS-TV (WBNS)	WHEEL	9/20/12
36.1	Normal Line / SPOT	10/27/12-10/28/12	3	:30	11P- 11:35P (EST)	2						X	X	2	\$2,800.00	\$5,600.00	WBNS-TV (WBNS)	LATE NEWS	9/20/12
37.1	Normal Line / SPOT	10/27/12-10/27/12	3	:30	11:35P- 12A (EST)	1						X		1	\$600.00	\$600.00	WBNS-TV (WBNS)	W2W SPORTS	9/20/12
38.1	Normal Line / SPOT	10/27/12-10/27/12	3	:30	12A- 1A (EST)	1						X		1	\$200.00	\$200.00	WBNS-TV (WBNS)	CRIMINAL MINDS	9/20/12
39.2	Normal Line / NCAA SPORTS	10/27/12-10/27/12	3	:30	3:30P- 7P (EST)	1						X		1	\$1,000.00	\$1,000.00	WBNS-TV (WBNS)	COLLEGE FOOTBALL	9/20/12
41.1	Normal Line / SPOT	10/28/12-10/28/12	3	:30	6:28A- 8:30A (EST)	2							X	2	\$400.00	\$800.00	WBNS-TV (WBNS)	NEWS	9/20/12
42.1	Normal Line / SPOT	10/28/12-10/28/12	3	:30	8:58A- 10:30A (EST)	2							X	2	\$1,200.00	\$2,400.00	WBNS-TV (WBNS)	SUN MORNING	9/20/12
43.1	Normal Line / SPOT	10/28/12-10/28/12	3	:30	6:28P- 6:57P (EST)	1							X	1	\$2,200.00	\$2,200.00	WBNS-TV (WBNS)	NEWS	9/20/12
44.1	Normal Line / SPOT	10/28/12-10/28/12	3	:30	6:57P- 8P (EST)	1							X	1	\$8,000.00	\$8,000.00	WBNS-TV (WBNS)	60 MINUTES	9/20/12
45.1	Normal Line / SPOT	10/28/12-10/28/12	3	:30	8P- 9P (EST)	1							X	1	\$8,000.00	\$8,000.00	WBNS-TV (WBNS)	AMAZING RACE	9/20/12

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46.1	Normal Line / SPOT	10/28/12-10/28/12	3	:30	10P- 11P (EST)	1							X	1	\$6,000.00	\$6,000.00	WBNS-TV (WBNS)	MENTALIST	9/20/12
47.1	Normal Line / SPOT	10/28/12-10/28/12	3	:30	11:35P- 12A (EST)	1							X	1	\$600.00	\$600.00	WBNS-TV (WBNS)	WZW SPORTS	9/20/12
48.1	Normal Line / SPOT	10/28/12-10/28/12	3	:30	12A- 1A (EST)	1							X	1	\$200.00	\$200.00	WBNS-TV (WBNS)	CRIMINAL MINDS	9/20/12
49.0	Normal Line / NFL/AFC FOOTBALL	10/28/12-10/28/12	4	:30	1P- 7P (EST)	1							X		\$2,200.00		WBNS-TV (WBNS)	NON BROWNS/BENGALS FOOTBALL	8/3/12
49.0.1	Closed Preempt	10/28/12															WBNS-TV (WBNS)	Schedule Change/Exception - nfl/cleveland bengals	
50.1	Normal Line / NFL-BROWNS/BENGALS	10/28/12-10/28/12	3	:30	12:57P- 4P (EST)	2							X		\$6,000.00		WBNS-TV (WBNS)	BROWNS FOOTBALL	9/20/12
50.1.1	Closed Preempt	10/28/12															WBNS-TV (WBNS)	Schedule Change/Spot - 1257-5p	
50.1.2	Closed Preempt	10/28/12															WBNS-TV (WBNS)	Schedule Change/Spot - 1257-5p	
51.1	Normal Line / SPOT	10/29/12-10/29/12	3	:30	5A- 5:55A (EST)	2	X							2	\$800.00	\$1,600.00	WBNS-TV (WBNS)	NEWS	9/20/12
52.1	Normal Line / SPOT	10/29/12-10/29/12	3	:30	10P- 11P (EST)	1	X							1	\$6,000.00	\$6,000.00	WBNS-TV (WBNS)	HAWAII 5-0	9/20/12
53.1	Normal Line / SPOT	10/29/12-10/29/12	3	:30	11P- 11:35P (EST)	1	X							1	\$2,800.00	\$2,800.00	WBNS-TV (WBNS)	LATE NEWS	9/20/12

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54.1	Normal Line / SPOT	10/29/12-10/29/12	3	:30	7A- 8A (EST)	1	X							1	\$1,200.00	\$1,200.00	WBNS-TV (WBNS)	CBS THIS MORNING AT 7AM	9/20/12
55.1	Normal Line / SPOT	10/29/12-10/29/12	3	:30	8A- 8:55A (EST)	1	X							1	\$1,000.00	\$1,000.00	WBNS-TV (WBNS)	CBS THIS MORNING AT 8AM	9/20/12
56.1	Normal Line / SPOT	10/29/12-10/29/12	3	:30	4:25A- 4:58A (EST)	1	X							1	\$200.00	\$200.00	WBNS-TV (WBNS)	NEWS	9/20/12
57.1	Normal Line / SPOT	10/29/12-10/29/12	3	:30	8:58A- 9:55A (EST)	1	X							1	\$800.00	\$800.00	WBNS-TV (WBNS)	LIVE WITH KELLY	9/20/12
58.1	Normal Line / SPOT	10/29/12-10/29/12	3	:30	9:58A- 10:55A (EST)	1	X							1	\$800.00	\$800.00	WBNS-TV (WBNS)	LETS MAKE A DEAL	9/20/12
59.2	Normal Line / SPOT	10/29/12-10/29/12	3	:30	10:58A- 11:57A (EST)	1	X							1	\$800.00	\$800.00	WBNS-TV (WBNS)	THE PRICE IS RIGHT	8/16/12
60.1	Normal Line / SPOT	10/29/12-10/29/12	3	:30	11:58A- 12:30P (EST)	1	X							1	\$1,200.00	\$1,200.00	WBNS-TV (WBNS)	NOON NEWS	9/20/12
61.1	Normal Line / SPOT	10/29/12-10/29/12	3	:30	12:30P- 2P (EST)	1	X							1	\$1,200.00	\$1,200.00	WBNS-TV (WBNS)	SOAP ROTATION	9/20/12
62.1	Normal Line / SPOT	10/29/12-10/29/12	3	:30	2P- 3P (EST)	1	X							1	\$800.00	\$800.00	WBNS-TV (WBNS)	THE TALK	9/20/12
63.1	Normal Line / SPOT	10/29/12-10/29/12	3	:30	3P- 3:55P (EST)	1	X							1	\$800.00	\$800.00	WBNS-TV (WBNS)	DR PHIL	9/20/12
64.1	Normal Line / SPOT	10/29/12-10/29/12	3	:30	3:58P- 5P (EST)	1	X							1	\$800.00	\$800.00	WBNS-TV (WBNS)	DR OZ	9/20/12
65.1	Normal Line / SPOT	10/29/12-10/29/12	3	:30	5P- 6P (EST)	2	X							2	\$2,200.00	\$4,400.00	WBNS-TV (WBNS)	5PM NEWS	9/20/12
66.1	Normal Line / SPOT	10/29/12-10/29/12	3	:30	6P- 6:30P (EST)	1	X							1	\$2,800.00	\$2,800.00	WBNS-TV (WBNS)	6PM NEWS	9/20/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

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WBNS-TV, Inc.  
DEPT L-1133  
COLUMBUS, OH 43260-1133

GMMB  
1010 Wisconsin Avenue  
Suite 800  
Washington, DC 20007

## Contract # 101777

**Schedule Dates** 10/23/12-10/29/12  
**Advertiser** Obama for America (6765)  
**Agency** GMMB (4408)  
**Product** Political/Candidate (1161)  
**Brand** political candidate (1775)  
**Salesperson** Philadelphia Office, Philly (1680)  
**Sales Office** Eagle Television/Philadelphia Office  
**Buyer Name** KAUFMA, MEREDITH  
**Phone/Fax** /  
**CPE** 95/101/1537/SKED A  
**Account Types** National/Political  
**Billing Type** Standard  
**Comments** OBAMA/P/D SKED A :30  
OBAMA FOR AMERICA SKED A

**Date Entered** 08/03/12  
**Last Modified** 10/05/12  
**Entered By** Kathy Sparks  
**CO-OP** No  
**Headline #** ECR07894244  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$43,590.00  
**Net Total** \$247,010.00  
**Sales Tax**

## WBNS-TV (WBNS)

By Broadcast Month	Spots	Rate
Oct. 2012	143	\$256,800.00
Nov. 2012	22	\$33,800.00
<b>Grand Total:</b>	<b>165</b>	<b>\$290,600.00</b>

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
67.1	Normal Line / SPOT	10/29/12-10/29/12	3	:30	6:58P- 7:30P (EST)	1	X							1	\$2,800.00	\$2,800.00	WBNS-TV (WBNS)	JEOPARDY	9/20/12
68.1	Normal Line / SPOT	10/29/12-10/29/12	3	:30	7:30P- 7:57P (EST)	1	X							1	\$2,800.00	\$2,800.00	WBNS-TV (WBNS)	WHEEL OF FORTUNE	9/20/12
69.1	Normal Line / SPOT	10/29/12-10/29/12	3	:30	11:35P- 12:37A (EST)	1	X							1	\$800.00	\$800.00	WBNS-TV (WBNS)	DAVID LETTERMAN	9/20/12
70.1	Normal Line / SPOT	10/29/12-10/29/12	3	:30	12:37A- 1:37A (EST)	1	X							1	\$200.00	\$200.00	WBNS-TV (WBNS)	CRAIG FERGUSON	9/20/12
71.1	Normal Line / SPOT	10/23/12-10/23/12	3	:30	10P- 11P (EST)	1		X						1	\$6,000.00	\$6,000.00	WBNS-TV (WBNS)	VEGAS	9/20/12
72.1	Normal Line / SPOT	10/24/12-10/24/12	3	:30	10P- 11P (EST)	1			X					1	\$6,000.00	\$6,000.00	WBNS-TV (WBNS)	CSI	9/20/12
73.1	Normal Line / SPOT	10/25/12-10/25/12	3	:30	9P- 10P (EST)	1				X				1	\$6,000.00	\$6,000.00	WBNS-TV (WBNS)	PERSON OF INTEREST	9/20/12
74.1	Normal Line / SPOT	10/27/12-10/27/12	3	:30	7:30P- 7:57P (EST)	1						X		1	\$800.00	\$800.00	WBNS-TV (WBNS)	SAT WHEEL OF FORTUNE	9/20/12
75.0	Normal Line / SPOT	10/27/12-10/27/12	4	:30	8:30P- 11P (EST)	2						X		2	\$2,000.00	\$4,000.00	WBNS-TV (WBNS)	LOCAL MOVIE: "THE FAN"	10/3/12
76.0	Normal Line / SPOT	10/24/12-10/24/12	3	:30	7:57P- 9P (EST)	1			X					1	\$6,000.00	\$6,000.00	WBNS-TV (WBNS)	SURVIVOR	10/3/12
77.0	M/G For 50.1.1,50.1.2 / NFL-BROWNS/BENGALS	10/28/12-10/28/12	3	:30	12:57P- 5P (EST)	2							X	2	\$6,000.00	\$12,000.00	WBNS-TV (WBNS)	BROWNS FOOTBALL	10/5/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

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